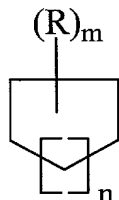


1 A premoistened wipe comprising:

(i) nonwoven substrate; and

(ii) lotion, said lotion comprising:

(a) a softness and feel improving agent of the formula:



5 wherein each R is independently selected from the group consisting of  $OPO_3X_2$ ,  $PO_3X$ ,  $SO_3X$ ,  $OSO_3X_2$ ,  $SiO_2$ ; each X is independently selected from the group consisting of hydrogen, alkali metals, alkaline earth metals, ammonium and substituted ammonium; m is an integer from 1 to 7; and n is an integer selected from the group consisting of 1, 2 or 3, provided that when n is 1 m is not 6 or 7, and when n is 2 m is not 7;

(b) surfactant; and

(c) an aqueous carrier;

15 wherein said lotion is substantially free of polyacrylate homopolymers and polyacrylate copolymers, said lotion has a pH of from about 4 to about 7 and said substrate is releasably carrying said lotion.

20 2. The premoistened wipe of Claim 1, wherein each X is independently selected from the group consisting of sodium, potassium, magnesium, and calcium.

3. The premoistened wipe of Claim 2, wherein said softness and feel improving agent comprises from about 0.001% to about 5% percent by weight of the lotion.

25 4. The premoistened wipe of Claim 1, wherein said surfactant is selected from the group consisting of anionic surfactants, nonionic surfactants cationic surfactants, amphoteric surfactants, zwitterionic surfactants and mixtures thereof.

5. The premoistened wipe of Claim 4, wherein said nonionic surfactant is selected from the group consisting of alkoxylated alcohols, alkyl phenols, polyhydroxy fatty acid amides, alkyl polyglycosides, C<sub>10</sub>-C<sub>18</sub> glycerol ethers, alkyl capped nonionic surfactants, condensation products of ethylene oxide and combinations thereof.

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6. The premoistened wipe of Claim 1, wherein said zwitterionic surfactant is selected from the group consisting of betaines, sulfobetaines and combinations thereof.

7. The premoistened wipe of Claim 1, wherein said aqueous carrier is selected from the group consisting of water, C<sub>1</sub>-C<sub>3</sub> alcohols, C<sub>2</sub>-C<sub>6</sub> polyols, and mixtures thereof.

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8. The premoistened wipe of Claim 7, wherein said aqueous carrier comprises water and propylene glycol.

9. The premoistened wipe of Claim 1 further comprising an effective amount of a preservative.

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10 The premoistened wipe of Claim 1 wherein said substrate is wetted with at least about 1.0 gram of lotion per gram of dry substrate weight.

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11. The premoistened wipe of Claim 1 wherein m is 6, n is 2 and each R, is OPO<sub>3</sub>X<sub>2</sub>.

12. A method of cleaning a surface comprising contacting said surface with the premoistened wipe of Claim 1.

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13. An article of manufacture comprising

(A) a container; and

(B) a plurality of said pre-moistened wipes of claim 1.

14. The article of Claim 13, wherein said pre-moistened wipes comprise a nonwoven substrate.

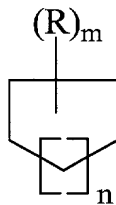
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15. The article of Claim 13, wherein said article further comprises:

(C) set of instructions comprising an instruction to wipe a surface with said premoistened wipe, wherein said surface is selected from the group consisting of biological surfaces and biological contact surfaces.

16. A method of improving the softness and feel and/or reducing the tackiness of a premoistened wipe comprising the steps of:

(I) selecting a softness and feel improving agent of the formula:



wherein each R is independently selected from the group consisting of  $\text{OPO}_3\text{X}_2$ ,  $\text{PO}_3\text{X}$ ,  $\text{SO}_3\text{X}$ ,  $\text{OSO}_3\text{X}_2$ ,  $\text{SiO}_2$ ; each X is independently selected from the group consisting of hydrogen, alkali metals, alkaline earth metals, ammonium and substituted ammonium; m is an integer from 1 to 7; and n is an integer selected from the group consisting of 1, 2 or 3, provided that when n is 1 m is not 6 or 7, and when n is 2 m is not 7;

(II) selecting a nonwoven substrate;

(III) selecting a surfactant;

(IV) selecting an aqueous carrier;

(V) combine said softness and feel improving agent selected in (I) with said surfactant selected in (III) and said aqueous carrier selected in (IV) to form a lotion, provided that said lotion is substantially free of polyacrylate homopolymers and polyacrylate copolymers and said lotion has a pH of from about 4 to about 7; and

(VI) wetting nonwoven substrate selected step (I) with said with a lotion prepared in step (V) such that said substrate releasably carries said lotion.

17. A premoistened wipe with improved softness and feel prepared according to the method of Claim 16.

18. A pop-up dispensing system for reliable single dispensing of discreet premoistened  
5 wipes in consecutive order, said system comprising:

(A) a container having an interior portion and an aperture, which is for drawing through said premoistened wipes in consecutive order; and

(B) a plurality of said premoistened wipes according to Claim 1, wherein said premoistened wipes being stacked, folded and interleaved and interleaved in said  
10 interior portion of said container.

19. A pop-up dispensing system according to claim 18 wherein said aperture is substantially S-shaped.

20. A pop-up dispensing system according to claim 18 wherein the fold pattern is substantially an interfolded Z-fold.  
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